

APRIL 24, 1978

THE NEW MAN AT THE SATURDAY REVIEW
(VOICED PIECE AND INSERTS IN TAPE LIBRARY)

ANNCR: FOR THE PAST THIRTY-SIX YEARS, NORMAN COUSINS IS THE MAN WHO HAS SET THE DIRECTION OF ONE OF THE MOST DISTINGUISHED MAGAZINES PUBLISHED IN THE UNITED STATES, THE "SATURDAY REVIEW." NOW, MR. COUSINS HAS DECIDED TO MOVE ON AND RELINQUISH HIS POSITION TO A YOUNGER MAN. HERE, WITH A LOOK AT THE PAST AND A GLIMPSE OF THE FUTURE AT THE "SATURDAY REVIEW" FROM V.O.A.'S ALICE RICHMAN, IS_____.

VOICE: NORMAN COUSINS AND THE "SATURDAY REVIEW." THOSE TWO NAMES HAVE BEEN LINKED TOGETHER FOR SUCH A LONG TIME THAT AMERICAN READERS MAY FIND IT DIFFICULT TO THINK OF ONE WITHOUT THE OTHER. "N.C." AS COUSINS LIKES TO SIGN HIS EDITORIALS -- JOINED THE MAGAZINE IN THE NINETEEN FORTIES. THEN IT WAS CALLED THE "SATURDAY REVIEW OF LITERATURE" AND VERY LITTLE MORE THAN LITERARY COMMENT APPEARED ON ITS PAGES. BUT THE THEN TWENTY-FIVE YEAR-OLD EDITOR WAS WORKING IN A WORLD WHICH WAS CHANGING DRAMATICALLY. AND HE HAD STRONG FEELINGS ABOUT SOME OF THE CHANGES. HE EXPANDED THE SCOPE OF THE MAGAZINE TO INCLUDE COVERAGE OF THE THEATER, MUSIC, ART, FILM, DANCE AND TRAVEL. IN THE YEARS THAT FOLLOWED HE EXPANDED THE COVERAGE STILL FURTHER AND HE WROTE THOUGHT-PROVOKING ARTICLES ABOUT SUBJECTS THAT CONCERNED HIM DEEPLY: THE USES OF NUCLEAR POWER, THE AMERICAN PRESENCE IN VIETNAM, THE DANGER OF POLLUTANTS IN THE AIR. THE MAGAZINE'S CIRCULATION GREW FROM EIGHTEEN THOUSAND TO MORE THAN HALF A MILLION SUBSCRIBERS. NORMAN COUSINS HAS NEVER ALLOWED THE SATURDAY REVIEW TO BECOME IMPERSONAL. HE FEELS THAT HIS READERS ARE PARTNERS AND HE HAS OFTEN

VOICE: ANSWERED THEIR LETTERS WITH A TELEPHONE CALL. FROM THE
(CONT'D) VERY BEGINNING HE HOPED THAT THE MAGAZINE WOULD HELP
CREATE AN ATMOSPHERE FOR THOUGHTFUL, WELL-REASONED CHANGE.

TAPE: CUT ONE - COUSINS

"MANY PEOPLE FEEL THAT THE ONLY WAY THEY CAN EFFECT CHANGE IS BY BEING CLAMOROUS. I DON'T OBJECT TO THAT, OF COURSE, BUT I'M TRYING TO SUGGEST THAT THAT IS NOT THE ONLY WAY CHANGE IS EFFECTED. MOST CHANGE IS EFFECTED BY THE CREATION OF A GENERAL CLIMATE OF BELIEF. SO WHAT PEOPLE BELIEVE IS IMPORTANT AND BELIEF HAS TO BE INFORMED AND THAT'S THE FUNCTION OF A GOOD MAGAZINE."

VOICE: WITH THE MID-APRIL ISSUE, NORMAN COUSINS TURNED OVER THE SATURDAY REVIEW TO A NEW EDITOR.

HE IS CARL TUCKER, A FIFTH GENERATION JOURNALIST WHO HAS BEEN WRITING PROFESSIONALLY SINCE THE AGE OF SIXTEEN. HE IS NOW TWENTY-SIX, JUST ABOUT THE SAME AGE AS NORMAN COUSINS WAS WHEN HE BECAME EDITOR. MR. TUCKER HAS BEEN WITH THE MAGAZINE FOR A YEAR, WORKING ON BOTH THE EDITORIAL AND BUSINESS SIDE OF ITS OPERATIONS. THE TRANSFER OF RESPONSIBILITY FROM COUSINS TO TUCKER HAS BEEN GRADUAL. THE NEW EDITOR HAS ADDED A MONTHLY COLUMN BY ANTHONY BURGESS, THE NOVELIST, AND THERE IS A MOVIE COLUMN BY ARTHUR SCHLESINGER, JR., THE HISTORIAN. SOME FRESH GRAPHIC DESIGN NOW BRIGHTENS UP THE LOOK OF THE MAGAZINE. CARL TUCKER SAYS, YES, THERE ARE SOME CHANGES BUT THEY WERE NOT MADE FOR THE SAKE OF CHANGE

TAPE: CUT TWO: TUCKER

"MORE IMPORTANTLY IT REPRESENTS A CONTINUED DEDICATION TO WHAT HAS ALWAYS BEEN SATURDAY REVIEW'S TRADITION. THAT IS, DEVOTION TO WHAT I LIKE TO CALL "RESPONSIBLE OPTIMISM," DEVOTION TO OBJECTIVE REPORTING AND TO COMPLETE AND ARTICULATE CULTURAL COVERAGE. SO IT'S A MAGAZINE WITH A GREAT PAST AND IT'S MY JOB TO MAKE SURE IT HAS A GREAT FUTURE."

VOICE: AS CARL TUCKER SEES IT, IT IS NOT THE JOB OF THE SATURDAY REVIEW TO CREATE FALSE EXCITEMENT AMONG ITS READERS OR TO DELIVER POLITICAL OPINIONS OR EVEN TO MAKE JUDGMENTS ABOUT WHAT IS WRONG IN THE WORLD. THE FIRST ISSUE PUBLISHED UNDER HIS DIRECTION FEATURES AN ARTICLE ON THE GROWING INFLUENCE ON THE NATION OF THE AMERICAN SOUTH AND THE SEEMING DECLINE OF POPULATION AND INDUSTRY IN THE URBAN NORTHEAST. THE STORY EXAMINES THE STRESSES AND THE RIVALRY OF REGIONAL FACTIONS IN THE FEDERAL GOVERNMENT.

TAPE: CUT THREE: TUCKER

"THAT'S THE KIND OF STORY I LIKE TO HAVE IN 'SATURDAY REVIEW.' WHERE YOU ANTICIPATE A PROBLEM AND YOU SUGGEST A WAY THAT SOMETHING CAN BE DONE ABOUT THE PROBLEM. THERE IS ALSO AN ARTICLE IN THIS ISSUE ABOUT PREVENTIVE PSYCHIATRY WHICH IS A WHOLE NEW BRANCH OF PSYCHIATRY. PREVENTIVE PSYCHIATRY SAYS THAT YOU CAN ALLAY TRAUMAS AND NEUROSES BEFORE THEY TAKE ROOT. WELL, THAT'S SOMETHING THAT APPEALS TO ME BOTH CONCEPTUALLY AND IN TERMS OF WHAT IT CAN ACCOMPLISH FOR PEOPLE. THESE ARE INDICATIVE OF THE KIND OF CONCERN THAT SATURDAY REVIEW HAS ABOUT ITS WORLD. WE WANT TO REPORT WHAT'S THERE. WE ALSO WANT TO SUGGEST WAYS TO IMPROVE BAD SITUATIONS AND WE WANT TO POINT OUT GOOD SITUATIONS, ACCOMPLISHMENTS, AND CELEBRATE THEM."

VOICE: CARL TUCKER HAS DESCRIBED HIS YEAR-LONG ASSOCIATION WITH NORMAN COUSINS AS "A GREAT JOY AND A LEARNING EXPERIENCE." NOW THE SATURDAY REVIEW IS HIS TO GUIDE AND "N.C." WILL BE WATCHING AND WISHING HIM WELL.

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